



Expectations of Individual ICAA Champions

To be an advocate in the community by committing to at least two of the following:

Speaking to groups to help communicate the messages of ICAA's Changing the Way We Age®" Campaign about society's perceptions of aging, and to educate the community.

Being a positive role model and participating in a variety of community events-for example:

- Master of Ceremonies at an event such as a fun run, fundraiser etc.
- Participating in a variety of charitable events.

Contacting local media when feasible to pass on the message of ICAA's Changing the Way We Age®" Campaign (creating or distributing press releases, sharing current research and providing positive stories).

Posting stories or other relevant content on the ICAA's Changing the Way We Age®" Campaign website and Facebook.

Maintaining a blog on the ICAA Champions profile page, creating videos and other media that support and convey the importance of active aging and provide relevant examples.

Volunteering in the community and schools.